

**PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP MINAT BELI  
ULANG YANG DIMEDIASI OLEH KESADARAN MEREK DAN  
*ELECTRONIC WORD OF MOUTH* PADA PELANGGAN MEREK  
KECANTIKAN SKINTIFIC DI DAERAH ISTIMEWA YOGYAKARTA**

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**INTISARI**

**Latar Belakang:** Seiring berkembangnya industri kosmetik di Indonesia, media sosial memainkan peran penting dalam membentuk perilaku konsumen, khususnya dalam meningkatkan loyalitas dan niat beli ulang. Penelitian ini mengkaji bagaimana pemasaran media sosial memengaruhi minat beli ulang pelanggan Skintific, dengan mempertimbangkan peran mediasi dari kesadaran merek dan electronic word of mouth di Daerah Istimewa Yogyakarta

**Tujuan Penelitian:** Penelitian ini bertujuan untuk menguji pengaruh pemasaran media sosial terhadap minat beli ulang yang dimediasi oleh kesadaran merek dan electronic word of mouth pada pelanggan merek kecantikan Skintific di Daerah Istimewa Yogyakarta

**Metode Penelitian:** Jenis penelitian kuantitatif dengan metode *purposive sampling* dan jumlah sampel sebanyak 160 responden yang didapat melalui google form yang kemudian dianalisis menggunakan SEM-AMOS.

**Hasil:** Hasil penelitian menunjukkan bahwa di antara konsumen merek kecantikan Skintific di Daerah Istimewa Yogyakarta, pemasaran media sosial berpengaruh positif dan signifikan terhadap minat beli ulang, baik secara langsung maupun tidak langsung melalui kesadaran merek dan *electronic word of mouth (e-WOM)*. Selain itu, kesadaran merek dan *e-WOM* juga terbukti memiliki pengaruh positif dan signifikan terhadap minat beli ulang, serta bertindak sebagai mediator yang memperkuat hubungan antara pemasaran media sosial dan niat pembelian ulang konsumen. Temuan ini menegaskan pentingnya strategi pemasaran digital yang terintegrasi untuk membangun loyalitas pelanggan dalam industri kosmetik.

**Kesimpulan:** Ditemukan adanya pengaruh pada semua variabel penelitian.

**Kata Kunci:** Pemasaran Media Sosial, Minat Beli Ulang, Kesadaran Merek, *Electronic Word of Mouth*.

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**THE INFLUENCE OF SOCIAL MEDIA MARKETING ON REPURCHASE  
INTEREST MEDIATED BY BRAND AWARENESS AND ELECTRONIC  
WORD OF MOUTH AMONG CUSTOMERS OF THE SKINTIFIC BEAUTY  
BRAND IN THE SPECIAL REGION OF YOGYAKARTA**

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**ABSTRAC**

**Background:** *As the cosmetics industry in Indonesia continues to grow, social media plays a significant role in shaping consumer behavior, particularly in increasing loyalty and repurchase intention. This study examines how social media marketing influences repurchase intention among Skintific customers, considering the mediating role of brand awareness and electronic word of mouth (e-WOM) in the Special Region of Yogyakarta.*

**Research Objective:** *This study aims to examine the effect of social media marketing on repurchase intention, mediated by brand awareness and electronic word of mouth (e-WOM), among Skintific beauty brand customers in the Special Region of Yogyakarta.*

**Research Method:** *This quantitative study used a purposive sampling method. A sample size of 160 respondents was obtained through a Google form, which was then analyzed using SEM-AMOS.*

**Results:** *The results indicate that among Skintific beauty brand consumers in the Special Region of Yogyakarta, social media marketing has a positive and significant effect on repurchase intention, both directly and indirectly through brand awareness and electronic word of mouth (e-WOM). Furthermore, brand awareness and e-WOM were also shown to have a positive and significant effect on repurchase intention and act as mediators that strengthen the relationship between social media marketing and consumer repurchase intention. These findings underscore the importance of an integrated digital marketing strategy for building customer loyalty in the cosmetics industry.*

**Conclusion:** *An effect was found across all study variables.*

**Keywords:** *Social Media Marketing, Repurchase Intention, Brand Awareness, Electronic Word of Mouth.*

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